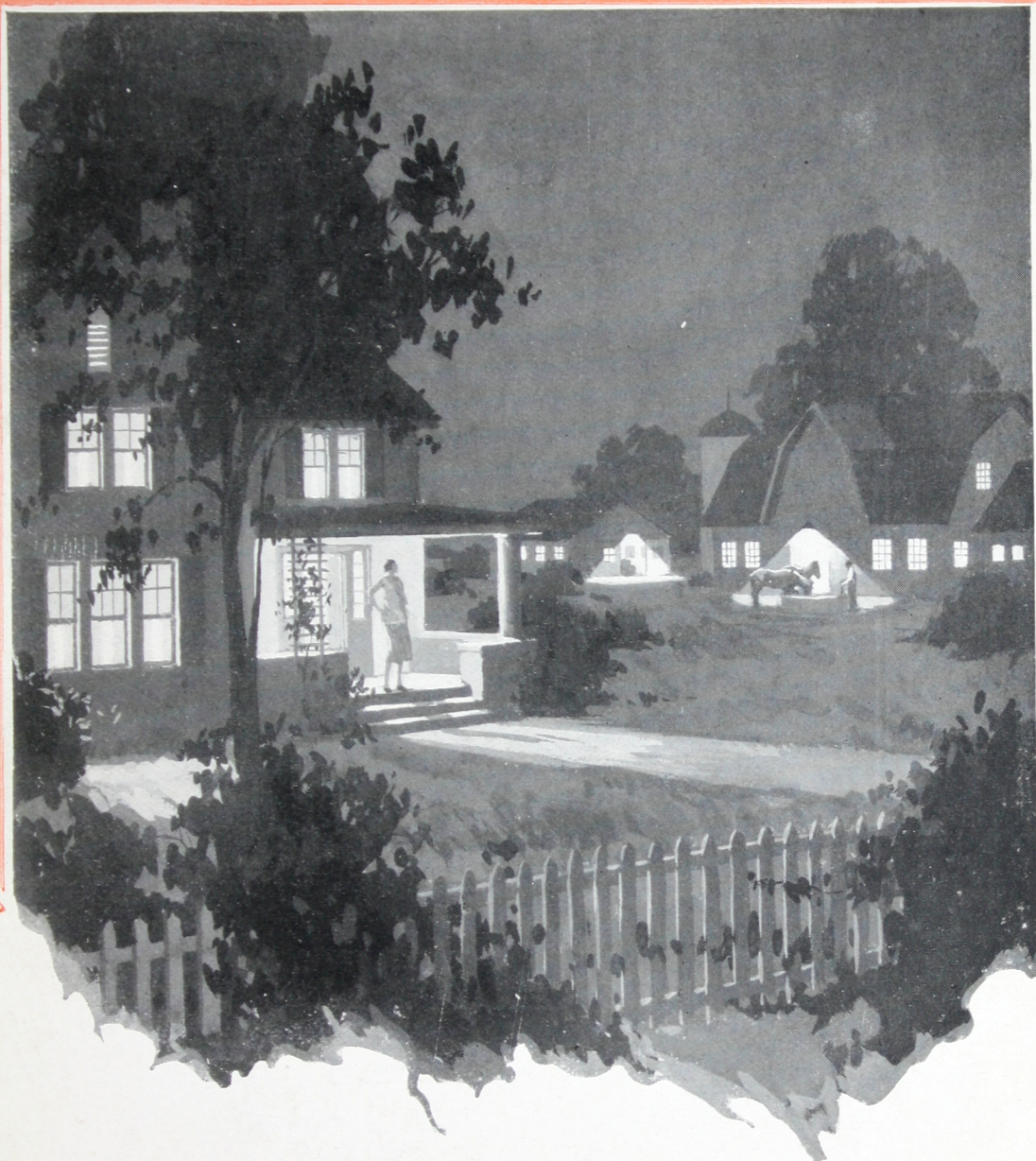


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DELCO-LIGHT

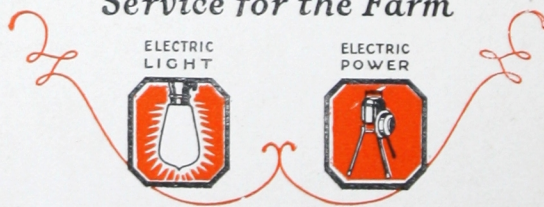
on the Farm

Today ~

tens of thousands of
farmers are installing
electricity to brighten
their homes and lessen
their labors. Already
more than a quarter
million are using ~

DELCO-LIGHT

*Dependable Electric
Service for the Farm*



AMERICAN DELCO-LIGHT
CORPORATION

CONSIDER the living and working methods of a generation ago! Compare them with conditions as we have them today,—in this electrical age,—and it will be quite apparent that decided progress in the right direction has been made.

No other branch of science has made such rapid advance; no other has been the object of such vast research; nothing in the way of practical applications of power has ever worked such a change in our living and in our methods of working as the electrical progress witnessed during the past twenty years.

Electricity has changed the complexion of the entire world; its influence has extended beyond its use in industry; it has entered the home, contributing unmeasurably to the comforts of life.

What has been accomplished in the cities is being duplicated in the country with the modern farm electric plant. Electricity lessens work in every department of the home. It makes farm life more attractive,—more cheerful and more desirable in every way.

Electricity lifts the burden from weary shoulders. It frees the hand that carried the lantern. It replaces darkness with light. It contributes more than any other thing to making conditions as they should be in and about the home.



The kitchen is the heart of the home. It is here that the helpfulness of Delco-Light makes itself felt most

THE appeal of electricity is universal. It helps every one. But in the kitchen, heart of the farm home, is where the helpfulness of Delco-Light makes itself felt most. No longer need the farm woman wish for the conveniences, and the labor saving appliances enjoyed by her city sister. There is no feature of city housekeeping that cannot now be enjoyed by any farm woman.

The user of Delco-Light dislikes to recall the drudgery of chimney cleaning and lamp trimming of former days. As she compares the dullness of the coal oil lamp with the pleasing brightness of electricity, smiles chase away the somber thought. The unpleasant memories of the past are banished by the pleasure and brilliancy of the present.

Her kitchen is a real workshop. Here with sparkling water within easy reach, cooking, baking and other duties become a pleasure. She enjoys soft, brilliant light; she may draw water from a handy faucet instead of having to pump and carry it from a well. She has every modern advantage of the city, with all of the freedom of country life.

Above all, Delco-Light on the farm saves the time, patience and energy which every faithful wife and mother so much desires to devote to the more important duties in and about the home.



*In the dining room health
and happiness abound for
the good food is now served
from a brightly lighted table*

THE dining room too, is transformed by electricity. Over the table is cast a brilliance which adds to the charm of the meal. There are no dark corners and no dim, smoking lamps to mar the happiness of the family.

Mother has no more pride and joy in the convenience of her kitchen than has Dad and the family in the well-lighted dining room. Health and happiness abound for the food is now served from a brightly lighted table.

The cheerful rays of electric light have the same cheering effect upon the family as has the balmy sunlight. Gloomy rooms are like rainy days. They depress the spirit. The uplifting influence of electric lighting has had its effect throughout the world. It is working wonders in social life everywhere. It is transforming rural homes, making them places where cheerfulness and content abound.

The interest of growing boys and girls remains centered in a home such as this. They find in electric lighting an attraction which holds them to the farm, and helps them to recognize in a fuller measure the advantages of country life.

In the family circle, when Delco-Light comes in, gloom goes out, taking much of the drudgery with it. Electricity exerts an influence on family life which increases energy, promotes cheerfulness and contributes to the general happiness of all.



*When the day's work is ended
of the family circle are stimulated
the inviting cheerfulness of Del*



*the joys
lated by
co-Light*

"The night shall be filled with music
And the cares that infest the day
Shall fold their tents like the Arabs
And as silently steal away."

—Longfellow



*Electricity saves labor ~
strength and energy leaving
more time for devotion to
important duties in the home*

EVERY country woman is witnessing the dawn of a "Farm Electric Age," destined to free her forever from the burden of work and worry which she for too many years has carried alone. Already there are hundreds of thousands who in their quest for new and better methods have turned to electricity,—the force through which every man, woman and child is benefited in some form or other.

In its many uses on the farm electricity saves a world of time and energy. Why should any woman give her strength to the performing of tasks which may be left to the machinery now so easily within the reach of any home? Why should she pump and carry water by hand? Why should she do any of the numerous time-taking tasks when a small electric motor will do them for her at a cost so surprisingly small?

Where the farm is completely equipped with Delco-Light, the pressing of a button starts the separator, churn or washer. Electricity performs the work. Manual labor is replaced by the wonder-working electric motor. Hours of labor are shortened. There is more time for a woman to improve her surroundings and to apply herself more thoroughly to the things which contribute to health and happiness in the home.



*A busy man values
electricity because
of time and work
saved doing chores*

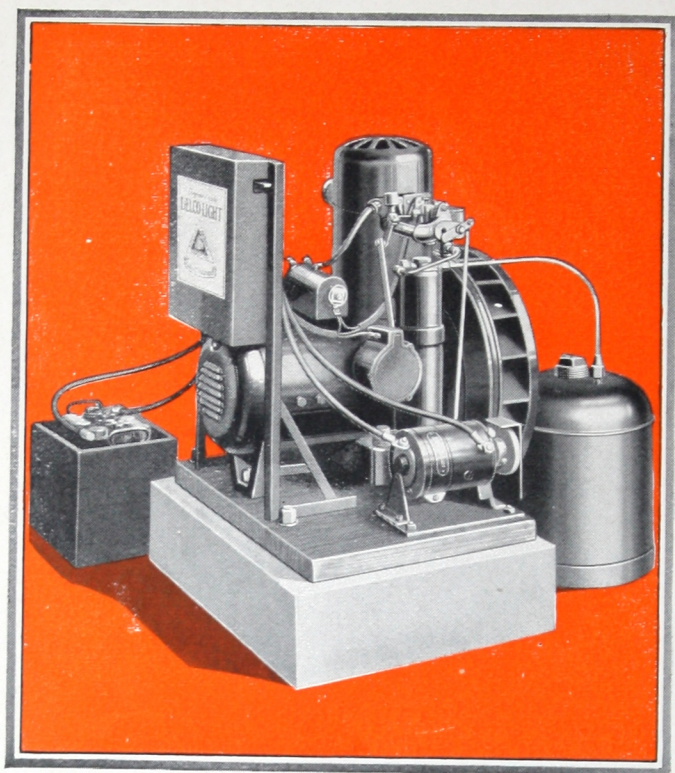
THE man who drives an automobile, or who operates modern farm machinery, is perhaps more fully conscious of the value of electricity in helping him keep pace with modern farming methods. He recognizes at once the value of a Delco-Light plant on his farm because of the time which electric light and power saves.

He does not have to wait for someone to come around when a tool is to be sharpened. Delco-Light is always ready to turn the grindstone. Hand labor for turning the cranks on ordinary farm machinery is rendered unnecessary by electric power.

For a man Delco-Light serves to light the barn and the premises. It takes the drudgery out of such tasks as pumping and carrying water, turning the grindstone and other light machinery. It is a most worth-while investment.

And where the same plant lights the entire house, pumps the water to the kitchen, bathroom and wherever required; when it operates the washer, cleaner and electric iron, saving in dozens of ways every day at house and barn, then it is not so much a question of what it costs, but what it saves.

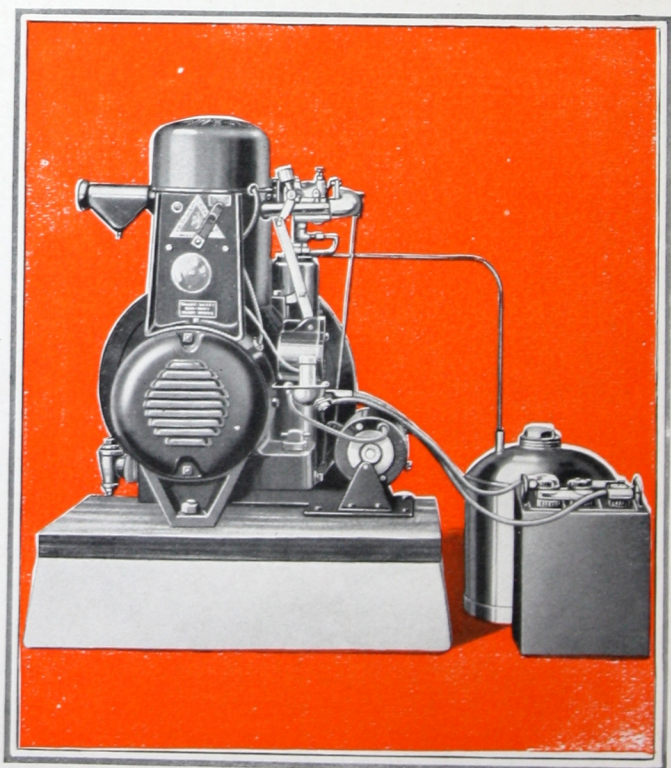
Delco-Light is a low-priced, permanent improvement that adds to the value of the farm and soon pays for itself in time and labor saved.



The New Automatic Delco-Light

Starts
Runs
Stops
at the Touch of
a Button

The new Automatic Plant completes the Delco-Light line. In addition, there are Battery Plants in several sizes—Self-cranking Plants without storage batteries—a type and size of Delco-Light for every need and every purse.



A Plant for Every Purpose and a Payment Plan for Every Purse

DELCO-LIGHT plants are made in styles and sizes to meet every farm electric requirement.

A new automatic Delco-Light, which starts when a light is turned on, has recently been added to the line. This is a non-storage battery plant, using only a small starting battery for cranking. Current is taken direct from the generator.

Another type of Delco-Light is one to be cranked by hand. This plant is simply started in the evening when current is wanted, and then stopped by pressing a button when through using the lights.

Then there are the Delco-Light plants equipped with storage batteries, a type which has been used successfully for years, and of which hundreds of thousands are in daily service.

It is no longer necessary for any one to be deprived of farm electricity. Delco-Light brings it to your very door. Prices are low and terms easy.

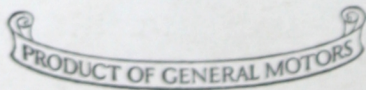
The Delco-Light Dealer in your community is a trained farm electric specialist. He is qualified to study your requirements and will gladly work out the installation with you. See him at once or write direct to the factory for details.

Why ~ tens of thousands of families are installing Delco-Light each year

Just a few years ago the first Delco-Light was installed on a farm near Dayton. Now its users number over a quarter of a million.

Dependability has been the basis of Delco-Light success—mechanical dependability of the plant itself—dependability in rendering continuous, year-after-year service; dependability of the factory and field organizations—a doubled and trebled dependability that satisfies the user and makes him glad to tell his friends about Delco-Light.

There is a satisfied user near you. Ask him what he thinks of Delco-Light. In his answer you will find the reason why farmers desiring dependable electric light and electric power service instinctively turn to Delco-Light.



Made and Guaranteed by
DELCO-LIGHT COMPANY
DAYTON, OHIO